

JOERS-KETCHUM STORE
6014-16 La Granada
Rancho Santa Fe
San Diego
California

HABS NO. CA-2308

HABS
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37-RANSE,
6-

PHOTOGRAPHS

WRITTEN HISTORICAL AND DESCRIPTIVE

REDUCED COPIES OF DRAWINGS

Historic American Building Survey
National Park Service
Department of the Interior
P.O. Box 37127
Washington, D.C. 20013-7127

HISTORIC AMERICAN BUILDINGS SURVEY

JOERS-KETCHUM STORE

HABS No. CA-2308

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Location: 6014-6016 La Granada, at the corner of Paseo Delicias, Rancho Santa Fe, San Diego County, California. Rancho Santa Fe Block D, portions lots 23 and 24; San Diego County parcel number 266-271-21.

UTM zone 11, easterly 481130, northerly 3653360

Present Owner: Millar Properties

Present Occupant: 6014: Aliska, Inc. 6016: Spadea & Company Fine Jewelry

Present Use: retail and office space

Significance: The Joers-Ketchum Store is among the structures built during the second phase of development in Rancho Santa Fe's Civic Center, when individual landowners, not the Santa Fe Land Improvement Company, began to commission buildings that broadened and expanded the range of services available in the community. It is also one of only two two-story commercial structures designed by Lilian Rice and built in the Civic Center.

PART I. HISTORICAL INFORMATION

A. Physical History:

1. Date of erection: 1927. An article by Lilian Rice, "More Building in 1928 than ever Before," (Rancho Santa Fe Progress 1 no. 7 (January 1928): 11, 14) states that "then [in 1927] followed the store building at the intersection of Paseo Delicias and La Granada. This was sponsored by Mr. F. W. Joers and Mr. Harold E. Ketchum."
2. Architect: Lilian Jenette Rice
3. Original and Subsequent Owners: Chain of Ownership taken from Assessment Records, Santa Fa Irrigation District, Rancho Santa Fe:

1923-36 title to portions lots 23 and 24, Block D owned by Santa Fe Land Improvement Company

1927 bought by F.W. Joers, of 621 Camden Drive, Beverly Hills, CA (sales contract D-286)

1928 owners listed as F.W. Joers and H.E. Ketchum, Rancho Santa Fe

1929-43 F. W. Joers listed as sole owner

11/12/43 bought by Russell and Marion Millar

In 1991, Millar Properties continues to hold title.

4. Builder, contractor, suppliers: Unknown. However, it is probable that the contractor was Harold E. Ketchum; not only was he one of the regular building contractors in Rancho Santa Fe for the Santa Fe Land Improvement Company in 1927, but he is listed in the Assessment Records as owning this property in 1928.
5. Original plans and construction: Although no original plans for this building have been found, one preliminary drawing has been located (copy included here as supplementary material). This drawing is unsigned and undated, although it is in the hand of Lilian Rice, and can be dated to circa 1926-27. It shows a preliminary sketch of the buildings on the corner of Paseo Delicias and La Granada on Block D of the Civic Center. The central structure in the drawing is a two-story main building, with one-story extensions on the north (facing Paseo Delicias) and west (facing La Granada). This same configuration appears in early views of the building, and remains extant in 1991.

The drawing does show the La Granada facade extending past an arched opening to encompass an additional structure, which was not built. This was also a one-story building, lower in height and with a lower pitched roof than the adjoining one-story section of the store. Two windows with harem-type iron window grills are shown on the street facade. At the end of this facade is a one-room structure covered with a shed roof set perpendicularly to the roof of the adjoining building; it has one window facing La Granada, decorated with an iron grill and a molded hood.

There are no early drawings, plans, or photographs that document the rear of the Joers/Ketchum store, so it is unclear how this area was originally treated. Access to the second floor was through an arched opening on the Paseo Delicias facade, through which was an arched door opening onto a spiral stairway leading to the second floor. At the north end of the Paseo Delicias facade was a one-story section of two rooms, each with one window facing the street.

6. Alterations and additions: The original double-width side-hung heavy wooden door on the two-story La Granada facade has been replaced. A door and exterior steps have been removed from the west side of the one-story La Granada facade. The original wooden window grills on all three of the bay windows on the two-story section of the building have been replaced with metal grills. A window has been added, in between the bay window and door on the one-story La Granada facade. The stoop on the one-story La Granada facade has been replaced. The herringbone brick pattern on the lower wall has been removed in the area between the eastern

bay window and single-leaf door on the La Granada facade. Large plaster hoods have been added above all four bay windows. The rooms in the one-story section on Paseo Delicias were annexed by the adjoining restaurant in 1990. The dates for the rest of these additions and alterations are unknown.

- B. Historical context: This building was the first of the structures erected by F. W. Joers, probably in partnership with H. E. Ketchum, a building contractor, on lots 23, 24, and a portion of lot 22 in Block D, Rancho Santa Fe. Joers and Ketchum were the first independent property owners in the Civic Center to construct buildings on their lots; previously, only the Santa Fe Land Improvement Company had built there. The structures commissioned by Joers and built by Ketchum were mixed-use, residential and commercial buildings. As such, they represented in miniature the land-use scheme for the Civic Center planned as early as 1921 by L. C. Sinnard, Rancho Santa Fe project manager for the Santa Fe Land Improvement Company, and continued in the 1922 Civic Center plan by Requa and Jackson. The continuities between the first phase of building, initiated by the Santa Fe Land Improvement Company, and the second phase begun by Joers and Ketchum, are further strengthened by Joers and Ketchum's use of Lilian Rice (architect in the Requa and Jackson firm, and resident architect on the Rancho Santa Fe project for the Santa Fe Land Improvement Company) as the designer for at least two of the three buildings they erected on Paseo Delicias in the Civic Center: the Joers-Ketchum store, and the Studio Shop and Tea Room (HABS No. CA-2316).

The August 1927 issue of The Endless Miracle, a local monthly, carried the following item under the headline "Store in New Building":

Mr. Fred W. Joers and Mr. Harold Ketchum, who recently completed a splendid new store and apartment building in the Civic Center, have purchased the store formerly located in the Administration building and have moved it to the new location.

Formal opening was celebrated on August 1. The facilities of the store have been increased to include fountain service and drug store items of merchandise in addition to groceries, fruits and vegetables.

One of the up-to-date features of the store is the automatic electric refrigeration unit serving the soda fountain and delicatessen case. The fixtures of the store have been redecorated to conform to the antique finish of the interior of the building.

The Rancho Santa Fe postoffice has also been moved to the new location. C. M. McFarlin remains in charge as manager of the store. (p.4)

The post office was operated in the one-story portion on La Granada by George and Edith Megrew until the mid-1930s when it was moved across the street to the first school building. The store was leased by Bob and

Veva Francisco in 1932, and moved in 1936 to a building on the corner of Paseo Delicias and Via de Santa Fe (HABS no. CA-2306 C). (Veva Francisco, telephone interview with Lauren Farber, 25 July 1991.) Other occupants of this store space were a drug store and a bookstore. (Col. Charles Nelson letter to Lauren Farber, 18 July 1991, p. 1) The second floor of the building was used as a rental apartment.

This building, along with the Studio Shop and Tea Room (HABS no. CA-2316) and the Joers-Ketchum Rowhouse (HABS no. CA-2309), is not part of the Rancho Santa Fe Protective Covenant, and thus the town has no jurisdiction over the property, or any alterations or additions made thereon. The present owners, Millar Properties, are even responsible for sidewalk upkeep along the edge of their lots. In 1991, the first floor of the Joers-Ketchum Store is used for retail purposes, and the second floor for offices.

PART II. ARCHITECTURAL INFORMATION

A. General Statement:

1. Architectural Character: One of only two two-story structures designed by Lilian Rice and built in the Civic Center (although other multi-storied buildings were planned, but remained unbuilt), the Joers-Ketchum Store is notable for its incorporation of various spaces for commercial and residential purposes within one structure, linked architecturally through the use of projecting bay windows, patterned brick, blank stuccoed wall spaces, and decorative wrought ironwork.
2. Condition of Fabric: Despite the alteration of several original windows and doors, the overall exterior fabric is basically unchanged, and its condition is good.

B. Description of Exterior:

1. Over-all dimensions: This irregularly shaped building, with overall dimensions of 49'-10" x 50'-2", is asymmetrical in facade and plan.
2. Foundations: 1'-9" high x 1' wide poured concrete perimeter foundation wall.
3. Walls: Stucco over wood frame. Along the bottom 3' of the wall, on both the Paseo Delicias and La Granada facades, are bricks in a herringbone pattern, with bullnose topping course. At the corner of the building the bricks are arranged in a common bond pattern.
4. Structural system, framing: Wood-framed construction. Crawl space or basement beneath building was inaccessible, so structural system is unclear at this time.

5. Porch, stoops, balcony: A porch on the rear of the second floor, with stairs leading down to the back patio, was added in 1950-51. It was replaced in 1990. Original brick stoops for both doors on the La Granada facade have been replaced. The second-floor balcony on the La Granada facade is original; it has a decorative wrought-iron railing, and is supported by scrolled wooden brackets.
6. Chimneys: There are two brick chimneys whose stacks are stuccoed above the ridge line. The first (with a stack 6" above ridge line) served the fireplace in the second-floor apartment. The second (with a stack 2' above ridge line) served the fireplace (since removed) in the first-floor store.
7. Openings:
 - a. Doorways and doors: Original entrance door to the store, on the two-story La Granada facade below the balcony, has been replaced with a single-leaf glass door. The door on the one-story side of the La Granada facade has been replaced, but the original decorative molded plaster door surround and decorative iron door grill remain. On the west side of the one-story La Granada facade, the original door (along with the three stairs and rail leading to the street) has been removed and plastered over. The arched French door leading from the Paseo Delicias entrance to the second floor has been replaced. The six-light side-hung wooden door to the balcony on the second floor is original.
 - b. Windows and shutters: On the one-story La Granada facade: On the bay window, the original fixed sash with flanking three-light casements still has one of the original three-light casements; the other has been replaced with a single light window. This bay window still has its original plaster hood and support, but the original decorative wrought-iron grill has been replaced. The smaller casement window and its iron grill are additions.

On the two-story La Granada and Paseo Delicias facades: the three bay windows, originally 12-light wood sashes, have been replaced, and iron grills have been added. They retain their original plaster hoods and supports. On the second floor, the double casement six-light wooden sash windows are original.

On the one-story Paseo Delicias facade: the two bay windows and their iron grills are replacements.

8. Roof:
- a. Shape, covering: The two-story part of the structure has a gable roof covered in red Spanish tile, regularly laid. The rest of the building is flat with a parapet, covered with built-up asphalt and gravel roofing material.
 - b. Cornice, eaves: Over the one-story La Granada facade, there is an eave, covered with regularly laid red Spanish tile, with exposed construction (rafter tails and wood boarding) underneath, supported by three pairs of decorative wooden brackets. Over the one-story Paseo Delicias entrance there is a two-layer band of face brick.
9. Decorative features: The original decorative iron street lamp on the southeast corner of the building has been replaced. There is original decorative iron work on the balcony railing and the door to the one-story La Granada entrance.
- D. Site: The building is located on the south corner of Block D in the Civic Center of Rancho Santa Fe. It faces southeast onto Paseo Delicias, and southwest onto La Granada.

PART III. SOURCES OF INFORMATION

A. Original Architectural Drawings:

Preliminary sketch, buildings at the corner of Paseo Delicias and La Granada, Block D, Civic Center, Rancho Santa Fe. Unsigned and undated, but in the hand of Lilian Rice and probably 1926 or 1927. San Diego Historical Society - Ticor Collection.

B. Early Views:

Clotfelter, Connie. Echoes of Rancho Santa Fe. Rancho Santa Fe: Conreg, 1985. pp. 22, 36.

"Douglas Fairbanks-Mary Pickford Fairbanks" Scrapbook, Rancho Santa Fe Historical Society Archives.

The Endless Miracle 1 no. 1 (July 1927): 1, 7.

McGroarty, John Steven. The Endless Miracle of California. n.p., n.d.

Photographs, Rancho Santa Fe Historical Society Archives.

Photographs, San Diego Historical Society - Ticor Collection.

Rancho Santa Fe Progress 1 no. 7 (January 1928): 3; 1 no. 9 (March 1928): 5; 1 no. 12 (June 1928): 3; 2 no. 2 (August 1928): 3.

C. Interviews:

Peggy Millar O'Driscoll, interviewed by Lauren Farber and E. Matthew Walter, 2 July 1991.

Veva Francisco, telephone interview with Lauren Farber, 25 July 1991.

D. Bibliography:

1. Primary and unpublished sources:

Nelson, Charles. "Earlier Years in San Diego and Rancho Santa Fe." 1989. Rancho Santa Fe Historical Society Archives.

Col. Charles Nelson, Laredo, Texas, to Lauren Farber, Rancho Santa Fe, California, TLS, 18 July 1991.

2. Secondary and published sources:

Clotfelter, Connie. Echoes of Rancho Santa Fe. Rancho Santa Fe: Conreg, 1985.

Eddy, Lucinda Liggett. "Lilian Jeanette Rice: The Lady as Architect." M.A. Thesis, University of San Diego, 1985.

_____. "Lilian Jenette Rice: Search For A Regional Ideal." Journal of San Diego History 29 (Fall 1983): 262-285.

Gebhard, David, and Robert Winter. A Guide to Architecture in Los Angeles and Southern California. Santa Barbara, CA: Peregrine Smith, 1977.

Rice, Lilian J. "More Building in 1928 than ever Before." Rancho Santa Fe Progress 1 no. 7 (January 1928): 11, 14.

"Store in New Building." The Endless Miracle 1 no. 2 (August 1927): 4.

"\$300,000 in Homes Here Next Year." Rancho Santa Fe Progress 1 no.5 (November 1927): 2, 5.

E. Supplementary Material

Page 9: Preliminary sketch of buildings at corner of Paseo Delicias and La Granada, Block D, Civic Center, Rancho Santa Fe. Unsigned and undated, but in the hand of Lilian Rice and probably 1926 or 1927. San Diego Historical Society - Ticor Collection.

Prepared by: Lauren Farber
HABS Project Historian
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June 1991

PART IV. PROJECT INFORMATION

This project was undertaken by the Historic American Buildings Survey (HABS) in cooperation with the Rancho Santa Fe Historical Society, Inc. and Rancho Santa Fe Association. Under the direction of Robert J. Kapsch, Chief, Historic American Buildings Survey/Historic American Engineering Record (HABS/HAER), and Paul Dolinsky, Chief, Historic American Buildings Survey and Project Leader, the documentation was completed in the HABS field office at Rancho Santa Fe, California during the Summer of 1991 by Professor John P. White (Texas Tech University), Project Supervisor; Architectural Technicians Sheri L. Bonstelle (Columbia University); Juan Tampe (Catholic University of America); Piotr Trebacz (Warsaw University of Technology, Poland, U.S./I.C.O.M.O.S.); E. Matthew Walter (University of Hawaii at Manoa); and Architectural Historian Lauren Farber, Sally Kress Tompkins Fellow (University of Delaware).



.. PAJO. DE LUCA. AT. LA. GRANADA..
.. RANCHO SANTA FE. CALIFORNIA..